

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DEBISOL S.A.		12/29/2006	CORPORATION: URUGUAY
RECEIVING PARTY DATA			
Name:	FRIGORIFICO TACUAREMBO, S.A.		
Street Address:	Piedras 437		
City:	Montevideo		
State/Country:	URUGUAY		
Entity Type:	CORPORATION: URUGUAY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78661413	VIVA GRASS FED BEEF	
CORRESPONDENCE DATA			
Fax Number:	(787)725-3144		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7877223446		
Email:	arturo@perezguerrero.com		
Correspondent Name:	Arturo Perez-Guerrero		
Address Line 1:	PMB 315, Suite 67, 35 J.C. Borbon		
Address Line 4:	Guaynabo, PUERTO RICO 00969-5375		
DOMESTIC REPRESENTATIVE			
Name:	Arturo Perez-Guerrero		
Address Line 1:	PMB 315, Suite 67, 35 J.C. Borbon		
Address Line 4:	Guaynabo, PUERTO RICO 00969-5375		
NAME OF SUBMITTER:	Arturo Perez-Guerrero		
Signature:	/Arturo Perez-Guerrero/		

OP \$40.00 78661413

Date:

02/11/2007

Total Attachments: 1

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Trademark Assignment

Whereas, DEBISOL S.A., a corporation organized under the laws of Uruguay, Assignor, with its principal place of business at Piedras 437, Montevideo, Uruguay, owns and has a bona fide intent to use the marks VIVA GRASS FED BEEF and VIVA GRASS FED BEEF ORGANIC, both in connection with "beef" in class 29;

Whereas, Assignor has applied to register the referenced marks on the Principal Register of the United States Patent and Trademark Office based on Assignor's bona fide intent to use the mark in commerce, in connection with the above described goods and services, Application Serial No's **78661413** and **78661443**, respectively, both filed on June 30, 2005;

Whereas, FRIGORIFICO TACUAREMBO, S.A., a corporation organized under the laws of Uruguay, with its principal place of business at Piedras 437, Montevideo, Uruguay, desires to acquire the business of Assignor in connection with which Assignor has a bona fide intent to use the Mark and the pending Application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks and the pending Applications therefore, together with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark.

DEBISOL S.A.

FRIGORIFICO TACUAREMBO S.A.

By _____

By _____

(Signature)

(Signature)

Fernando Secco Siqueira (president)

Fernando Secco Siqueira (president)

Martin Secco Airas (secretary)

Martin Secco Arias (secretary)

(Name)

(Name)

Date of Execution: December 20, 2006